PUBLIC INFORMATION OFFICER

NATURE OF WORK

This is responsible administrative and professional work developing and presenting public information materials for City/County Departments.

Work involves responsibility for administering the Citizen Information Center. Work also involves developing public information materials including television and video productions, graphic arts and special events. Work is performed independently with administrative direction received from the Administrative Assistant to the Mayor. Supervision is exercised over professional, technical and clerical employees.

EXAMPLES OF WORK PERFORMED

Supervises a staff of professional, technical and clerical employees engaged in preparing and developing public information materials.

Consults and advises various groups seeking media assistance and supports them in accomplishing their objectives.

Supervises and coordinates the preparation of public information materials including press releases, videos, brochures, public service announcements and reports; confers with City/County departments concerning information objectives of their departments.

Plans and arranges special meetings, events and news conferences for the Mayor and City Departments; supervises special events and special projects as requested by the Mayor.

Prepares divisional budget and justification; monitors expenditures.

Meets with the press for the purpose of reporting press releases; coordinates and compiles information needed for press releases; insures distribution of all relevant material to interested parties.

Advises City/County departments on methods and techniques for developing community resources and citizen participation in local government activities.

Provides assistance to the Cable Television Advisory Board; coordinates the release of information in times of emergency for Lincoln/Lancaster Emergency Services.

Performs related work as required.

DESIRABLE KNOWLEDGES, ABILITIES AND SKILLS

Thorough knowledge of the preparation of written public information items such as news releases, newsletters and brochures.

Thorough knowledge of the preparation of audio, visual and video information.

Considerable knowledge of equipment, techniques and supplies used in shooting, developing and printing lithographic reproductions and photographs.

Considerable knowledge of public information techniques and the ability to prepare public information programs and strategies.

Considerable knowledge of principles involved in video, computer graphic software, and personal computers.

Knowledge of City, County, and State governmental agencies and community organizations and the functions of each.

Ability to make professional and administrative decisions within the framework of City/County governmental and departmental policies, procedures and practices.

Ability to present ideas concisely and effectively both orally and in writing.

Ability to plan, coordinate, supervise and evaluate the work of professional, technical and clerical employees.

Ability to coordinate, compile and prepare a wide variety of reports from a variety of information sources.

Ability to apply bookkeeping principles to the maintenance of fiscal accounting and budgetary records.

Ability to establish and maintain effective working relationships with subordinates, public officials, press representatives and the general public.

DESIRABLE TRAINING AND EXPERIENCE

Graduation from an accredited four year college or university with major course work in journalism, business or public administration as it relates to public relations, plus considerable supervisory experience involving community relations work.

MINIMUM QUALIFICATIONS

Graduation from an accredited four year college or university with major course work in journalism, business or public administration as it relates to public relations, plus experience involving community relations work or any equivalent combination of training and experience which provides the desirable knowledges, abilities and skills.

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